

COME TO
BENSON & HEDGES

the place that truly
enjoys your
cigarette.

dedicated to making
smoking a little easier,
a little more enjoyable.

If you find a
wide array of gifts
only for our members.

Don't always have
time to smoke
cigarettes. But with

BENSON & HEDGES,
it's more than just
a cigarette.

BENSON & HEDGES
WELCOME

You may go to great lengths for pleasure,
but for exclusive gifts, you don't have to go far at all.
Simply clip the UPC off any pack of BENSON & HEDGES
(sorry, no carton UPCs will be accepted), then follow
these simple instructions to receive your favorite
CLUB BENSON & HEDGES gift items.

Complete the easy-to-order form or a legible photocopy.
Orders must include your signature and birth date,
and be postmarked by March 31, 1996.

Include appropriate number of Benson & Hedges pack UPCs.
Use the chart to determine shipping/handling fees
and include check or money order payable to
CLUB BENSON & HEDGES. (No cash, please.)

Mail in a padded envelope to:
CLUB BENSON & HEDGES 1995 COLLECTION
Post Office Box 8130, Dover, DE 19905-8130.
Be sure to use the proper postage. Allow 10-12 weeks
for delivery. Limit two of each item per person.

Item	Quantity	Price per Pack (USPS)	Shipping & Handling Fee
PEA COAT (Unisex Size S)	1	375	—
PEA COAT (Unisex Size M)	1	375	—
PEA COAT (Unisex Size L)	1	375	—
OXFORD SHIRT (Unisex Size S/M)	1	190	—
OXFORD SHIRT (Unisex Size L/XL)	1	190	—
T-SHIRT (Set of 3, one size XL)	1	75	—
WINE ACCESSORIES	1	120	—
CIGARETTE CASE	1	50	—
POSTCARDS	1	25	—
DUFFEL BAG	1	95	—
CRYSTAL COLLECTION	1	150	—
LIGHTER	1	40	—
WATCH	1	100	—
Total Pack USPS Shipping & Handling Fee (USPS only)			
SHIPPING AND HANDLING (USPS only) (USPS only)			

1. Mr. 2. Mrs. 3. Ms. 4. Other 5. Apt. 6130-A

Address _____

City _____ State _____ ZIP _____

Phone () _____

Regular Brand Smoked

Offer limited to smokers 21 years of age or older. Offer good in U.S.A. only. Void in Kansas and where
otherwise prohibited. Please allow 10-12 weeks for delivery. Offer void in regions of Philip Morris
and its advertising agencies. Merchandise orders must be received by 3/31/96.

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am
not willing to receive any restriction and branded narrative items in the mail, subject to applicable state
and federal law.

Signature _____

Date of Birth (Required) _____ Today's Date _____

CALL 1-800-2-BENSON WITH INQUIRIES ABOUT YOUR ORDER

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

78890 D2



**SURGEON GENERAL'S
WARNING: Cigarette Smoke
Contains Carbon Monoxide.**

THE 1995
COLLECTION

CLUB BENSON & HEDGES
SMOKERS WELCOME

YOUR EXCLUSIVE
CLUB BENSON & HEDGES
GIFT CATALOG

788

2061188727

T H E 1 9 9 5 C O L L E C T

What dining room always caters to smokers? Yours. Which makes **BENSON & HEDGES WINE ACCESSORIES** the perfect dining companion. This set features four large wine glasses, a corkscrew, an iceless wine cooler, two marble-topped bottle stoppers and a wrought-iron rack.

ONLY 120 U.P.C.s

Wouldn't it be nice to designate your own smoking section? **THE CITYSLAVE CIGARETTE SET** is an elegant way to begin. This flawless set features a round crystal ashtray, and a companion lighter with a silver top. It puts a sophisticated smoking section right at your fingertips.

ONLY 150 U.P.C.s

There's an easy way to enjoy a Benson & Hedges wherever you are. **THE BENSON & HEDGES COUNTRY CIGARETTE**. This emerald green design, with brown turtle buttons, long sleeves and a created breast pocket is 100% cotton comfort.

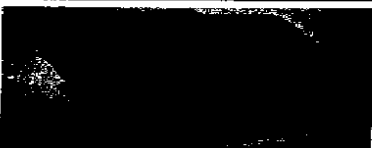
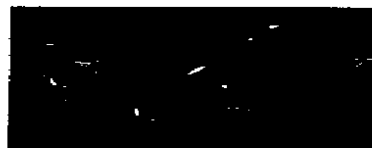
ONLY 100 U.P.C.s

When you go to great lengths for pleasure, there's one bag designed for the journey. **THE MIDTOWN DUFFEL**. This durable nylon bag expands to 31" L x 14" H x 12" W to hold everything you need for an afternoon at the gym, or a weekend in the country.

ONLY 80 U.P.C.s

No matter where you light up, our windproof **CLUB LIGHTER** will never let you down. A brushed silver finish creates a look that's sleek enough for the penthouse. And strong enough for the great outdoors.

ONLY 40 U.P.C.s



Personal ex rarely been introducing it. S. to H. It features a black leather of postcard that show it go to for a l

ONLY 1

Whenever you just have to dazzle them. BENSON & HEDGES CIGARETTES. This black & blue coat & brass button finish and all green lining.

ONLY 1

When travel is a necessity, BENSON & HEDGES CIGARETTES is an absolute. The black & blue features a gold and handy pocket lighters and that will nev

ONLY 1

When you wa to know how about your favorite cigarette, the will fit you to THE BENSON & HEDGES CIGARETTES constructed heavy weight of 3 shirts for show the long go to for a be

ONLY 1

There's always Benson & Hedges. THE CLUB limited edition is a study in our classic of features and movement and genuine leather

ONLY 1

©Philip Morris Inc. 1995
15 mg "tar," 1.1 mg nicotine av.
per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cig. Smoke Contains Carbon Mono.